

## CLAIMS

- 5 1. A process for cosmetic treatment, especially for care, for makeup or for dyeing, at least part of the human body, comprising steps of:
- taking at least one image of said human body part to be treated,
  - 10 - analyzing local characteristics of said part from the image,
  - applying, by means of a machine, suitable treatment products over said part according to said local characteristics, said machine being controlled by
  - 15 at least one signal generated on the basis of the analysis of said local characteristics.
2. The process as claimed in claim 1, comprising steps of recognizing the desired visual characteristics
- 20 and of applying makeup products over said part to be made up according to said desired characteristics.
3. The process as claimed in claim 1 or 2, comprising steps of defining particular areas of said part and of
- 25 applying products successively over said particular areas.
4. The process as claimed in any one of the preceding claims, comprising a step of storing, for a given
- 30 person, the products used and the visual characteristics obtained.
5. The process as claimed in any one of the preceding claims, in which the local characteristics obtained
- 35 immediately after the application of the products are monitored.
6. The process as claimed in any one of the preceding

claims, in which the application of products is carried out by a head which follows the relief of said part.

7. The process as claimed in claim 6, in which the  
5 distance between the head and said part is monitored in real time.

8. The process as claimed in claim 6 or 7, in which the monitoring of the local characteristics obtained  
10 immediately after the application of the products is carried out using the head.

9. The process as claimed in any one of the preceding claims, in which said part is reconstructed three-  
15 dimensionally in order to obtain a three-dimensional representation.

10. The process as claimed in any one of the preceding claims, in which the treatment products are applied by  
20 airbrushing, by transfer printing, by tattooing or by a wipe impregnated with the product to be applied.

11. The process according to any one of the preceding claims, in which at least one digital image of said  
25 human body part to be treated is taken.

12. The process as claimed in any one of claims 1 to 10, in which the digital image or images of said human body part to be treated is/are digitized.

13. The process as claimed in any one of the preceding claims, in which the image taking and application steps are carried out in a first zone, and the analysis step is carried out in a second zone distinct from the first  
30 zone, with communication between said zones by means of a telecommunications network, of the Internet type.

14. The process as claimed in any one of claims 1 to 12, in which the image taking step is carried out in a

first zone, the analysis step is carried out in a second zone distinct from the first zone, and the application step is carried out in a third zone distinct from the first and second zones, with  
5 communication between said zones by means of a telecommunications network, of the Internet type.

15. A device for implementing the process according to any one of the preceding claims, characterized in that  
10 it comprises a means of positioning said part, a means of taking images, a means of analyzing images in order to obtain the local characteristics of said part, and a means of applying makeup products over said part according to said local characteristics.

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16. The device as claimed in claim 15, characterized in that the application means is supported by an arm which is articulated in order to be capable of following the relief of said part.

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17. The device as claimed in claim 15 or 16, characterized in that the application means comprises at least one nozzle capable of spraying a treatment product, said head being of the piezoelectric,  
25 pneumatic, electrospray, thermospray or aerosol type.

18. The device as claimed in any one of claims 15 to 17, characterized in that it comprises means for controlling the position of the application means with  
30 respect to the part of the area to be treated

19. The device as claimed in any one of claims 15 to 18, characterized in that it comprises means for automatically controlling the total amount and the  
35 partial amounts of each product according to the visual characteristics desired.

20. A computer program comprising program code means to implement the steps of the process according to any

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one of claims 1 to 14, when said program runs on a computer.